

Table 11. Radio Broadcasting Services (SIC 4832) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	8,765	7,980	7,231	6,795	6,671	9.8	10.4	6.4	1.9
Station time sales	8,105	7,397	6,693	6,275	6,104	9.6	10.5	6.7	2.8
Network compensation	100	95	87	95	98	5.3	9.2	-8.4	-3.1
National/regional advertising	1,926	1,646	1,433	1,313	1,433	17.0	14.9	9.1	-8.4
Local advertising	6,079	5,656	5,173	4,867	4,573	7.5	9.3	6.3	6.4
Network time sales	356	338	285	276	312	5.3	18.6	3.3	-11.5
Other operating revenue	304	245	253	244	255	24.1	-3.2	3.7	-4.3
Operating Expenses									
Total	7,253	6,769	6,257	6,137	6,157	7.2	8.2	2.0	-0.3
Annual payroll	2,940	2,709	2,535	2,469	2,413	8.5	6.9	2.7	2.3
Employer contributions to Social Security and other supplemental benefits	412	362	356	343	326	13.8	1.7	3.8	5.2
Broadcast rights	292	236	235	209	274	23.7	0.4	12.4	-23.7
Music license fees	201	181	161	149	151	11.0	12.4	8.1	-1.3
Depreciation	486	441	431	449	463	10.2	2.3	-4.0	-3.0
Lease and rental	239	228	207	191	189	4.8	10.1	8.4	1.1
Purchased repairs	86	83	79	77	79	3.6	5.1	2.6	-2.5
Insurance	75	73	67	66	64	2.7	9.0	1.5	3.1
Telephone and other purchased communication services	132	122	115	116	112	8.2	6.1	-0.9	3.6
Purchased utilities	112	106	98	102	100	5.7	8.2	-3.9	2.0
Purchased advertising	409	367	310	314	330	11.4	18.4	-1.3	-4.8
Taxes	90	72	69	65	58	25.0	4.3	6.2	12.1
Other operating expenses ¹	1,779	1,789	1,594	1,587	1,598	-0.6	12.2	0.4	-0.7

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 16. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).